

What is a PBR?

A Private Business Reception (PBR) is a living room presentation conducted in your home.

Why do PBR's?

- To leverage your time in presenting LegalShield to multiple contacts at one time
- To launch your business by creating a team of associates at once
- To Fast Start qualify in your first 3-5 days on this one night
- To leverage off the interest of some contacts and to garner others' interest (domino effect)
- To set off a chain reaction of future PBR's



Invitation

- Make a list of all of your warm contacts
- Pick a date, set it in stone
- Decide on your invitation script (but don't sound scripted)
- Invite with urgency; be brief
- Let them know you appreciate that you can COUNT ON THEM to be there
- If your prospect asks questions, use your "Why" to encourage them to come
- Confirm your invites with confirmation calls with your upline
- Ask guests to bring something (bag of ice, chips, etc.)

Set Up

- Don't rearrange the room or add chairs (until they're needed)
- Keep refreshments simple—no alcohol
- No kids, pets, or distractions—plan ahead
- Don't have materials out for people to take home or they will!

Introduction

- Welcome your guests and share your story and your "Why"
- Edify the speaker or the DVD

Presentation

- Guest speaker can use boards or flip chart (stay concise and share stories)
- If there is no guest speaker, play the DVD and watch intently with guests
- After the DVD, call your upline via speaker phone to help your prospect make a decision

Close

- Ask for the order! Pass out apps, uncapped pens, and hard writing surface
- POSTURE—Confidence—Get them writing
- Focus on the excited ones, not the negative or blah ones
- Do not ask for questions; handle them separately
- Paint the picture of what you all will accomplish together as a team
- Put them in "dream mode"
- Book PBR's for each new associate as they finish their forms

Duplicate

- The reason to do a PBR is to book the next wave of PBR's.
- Be sure your associate comes, watches, and learns how to do PBR's
- Your end game is to have an army of PBR presenters in action nightly!